

# KEVIN HOLDER

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## Accelerating Business Expansion, Brand Awareness & Global Market Growth in Asian Countries

INDUSTRY FOCUS: HEALTHCARE, MEDICAL, INFANT & ADULT NUTRITIONAL & FOOD PRODUCTS

CLIENT BASE: STARTUP, EMERGING & FAST-GROWTH ENTITIES

### PROFESSIONAL BACKGROUND & EXPERTISE:

Held impressive career with Nestle Company—handpicked by senior management for increasingly **challenging leadership roles** throughout Asia, Middle East and South Africa.

Achieved notable success for company through, **business turnaround, new product development, new market penetration** and **revenue growth** in competitive, unpredictable market conditions and changing consumer needs.

### PERSONAL BUSINESS PHILOSOPHY:

“I strongly believe that leadership matters and is often the driving force between average and stellar work performance. Great leadership is about laying out a clear, compelling vision, sound business objectives and giving the team the support and confidence to execute. I believe in being honest and realistic with managers and employees so that in times of crisis and turmoil, a business has a greater chance of surviving no matter what kind of obstacles the market brings.”

### PEAK LEADERSHIP SUCCESSES:

- **GLOBAL REVENUE GROWTH:** Achieved double-digit revenue growth over 5-year period for **medical nutritional products** in *Australia, Japan, China, Hong Kong, Taiwan, the ASEAN countries (Malaysia, Singapore, Thailand, Philippines, Indonesia, and Vietnam), India, lower Gulf of Middle East and South Africa.*
- **TURNAROUND MANAGEMENT:** Revitalized and recharged business growth in *China* market, a previously dormant market for **medical nutritional products**.
- **INTERNATIONAL TEAM LEADERSHIP:** Generated 25% annual revenue growth in **healthcare nutrition products** through innovative operational teams in *South Africa, Middle East, Malaysia, Singapore, Indonesia, Philippines, Thailand, Hong Kong and Taiwan.*
- **MARKET EXPANSION:** Resurrected top business performance, increased market share 6% and surpassed entire region's results despite steep market competition in the **infant and healthcare nutrition products** in *Thailand.*
- **NEW BUSINESS STARTUP:** Launched **medical nutritional products business** from scratch in emerging *Asian markets, (India, China, Taiwan, Malaysia, Philippines, Thailand) South Africa, Saudi Arabia and Brazil* with limited marketing and budget resources.

### **Core Competencies**

Profit & Revenue Growth  
Operations Turnaround  
Business Revitalization  
Brand Building Strategies  
Global Market Expansion  
Licensing & Agreements  
Global Joint Ventures  
Strategic Partnerships  
Global Team Leadership  
Product Distribution  
New Market Penetration  
New Product Development  
Strategic Vision / Planning

### **Academic Training**

London Business School  
Global Institute of Management  
Harvard University

### KEY BUSINESS ADVISORY & CONSULTING STRENGTHS:

- ➔ Trusted leadership and industry knowledge to evaluate key global business challenges devise strategic operating plan and implement unconventional solutions in startup, turnaround and fast-growth business environments.
- ➔ Proven expertise in executing swift, strategic responses to emerging industry trends, growing consumer needs and evolving cultural and economic conditions in highly global competitive markets.
- ➔ Documented success in revitalizing stagnant, underperforming divisions, re-engaging operational/sales teams, strengthening customer service and producing sustainable global businesses.